

SEO & SEM BRAINSTORM YOUR INTERESTS & SKILLS

Think about what you're passionate about. What do you love doing? Aligning your business with your interests can keep you motivated.

SOCIAL MEDIA CONDUCT MARKET RESEARCH

Create surveys to learn what potential customers need or want.
Tool: SurveyMonkey

TEST YOUR IDEAS

Before going all in, create a simple version of your product to test if there's interest. This helps you validate your idea.

DEFINE YOUR TARGET AUDIENCE

Figure out who you want to serve. Are they kids, teenagers, or adults? Defining your audience helps in tailoring your offerings.

EVALUATE MARKET DEMAND

Check out what's selling well online.
Tool: Amazon Best Sellers



NICHE-FINDING GUIDELINES FOR FUTURE BUSINESS OWNERS

Examples For Small Business Owners Easy Method For Building Niche

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